From: "John Dickinson" <johnd@jbcubed.com> on 03/18/2004 04:40:28 PM
Subject: HOME MORTGAGE DISCLOSURE

Please accept this suggestion for better dissemination of your public disclosures and notices in general off your website. Currently you use a manual (listserv) solution that can give too much information – not customizable to specific interests. An automated solution exists that provides better service.

- *GovDelivery* is a proprietary and turnkey e-mail subscription management solution for your web site, which puts an automated management process behind e-mail communication with citizens, and your targeted banking audience to replace the cumbersome and incomplete process of using lists and listservs. GovDelivery ensures that e-mail alerts go out to interested subscribers when specific web content is updated.

- GovDelivery makes sure your e-mails are recognized as valuable and delivered (complies with federal spam laws and avoids spam filters)

- You will be able to offer <u>unlimited numbers of</u> options *throughout* your web site for specific items of interest rather than just general updates

- Citizens / visitors create and manage their own profile of subscription options

- Automated process increases options delivered to citizens and your targeted audience with no additional staff time

- Noticeable e-gov win (20 to 50 % increase in web site traffic); fully delivered in 30 days or less

John Dickinson
GovDocs
703 318 8000 x 36
johnd@govdocs.com
www.govdocs.com